

Total Poultry Meat Export Overview

Total Poultry Exports Projected to Increase in 2002, but U.S. Market Share Shrinks as Brazil's Expands

Total poultry exports for selected countries of the world are projected to reach 7.2 million tons in 2002, up 7 percent from the previous year. Poultry exports are forecast higher for the U.S., Thailand, China, the EU, and Brazil. U.S. poultry exports are projected to grow at a slower rate in 2002 than in previous years because of increased competition from Brazil, which is one of the lowest cost poultry producers in the world, and a strong U.S. dollar.

U.S. poultry exports in 2002 are forecast at 3.1 million tons, up 2 percent from 2001. In 2001, Brazil increased its poultry exports to the EU as EU consumption of beef fell in response to BSE and FMD. These EU import levels are projected to remain steady into 2002. Although the United States does not ship large amounts of poultry into the EU because of import barriers, this increase in Brazilian exports to the EU represents a loss in global U.S. market share. U.S. poultry exports also face increasing competition from Brazil in the Russian market, although this is not seen as a threat to the strong U.S. position. Through June of 2001, Brazil shipped more than 28,000 tons of chicken to Russia compared to 21,000 in calendar year 2000. Brazil's poultry exports are projected to continue increasing in 2002 as a large Brazilian meat processor has already established itself in Russia.

For 2002, Brazil's poultry exports are forecast at about 1.6 million tons, up nearly 30 percent from the previous year. Brazil has significantly increased its exports in the first half of 2001 to the EU, Russia, Africa, and the Middle East. Among these regions, the EU, Africa, and the Middle East are markets to which the U.S. traditionally does not export large volumes of poultry; Brazil is projected to increase its market activities in these regions in 2002.

World Trade in Poultry Exports; U.S. Shows Less Growth Than Brazil

